Attribute Definitions and Validation Rules

	Name	Definition	Mandatory for registry	Validation rules	GDD	Product	Correct data in (example)	Incorrect data
1	GTIN	The global number that uniquely identifies a product for the item, case, pallet, etc. (physical or non-physical).	✓	Must be unique in the registry. Must only contain digits. Must end with a correct check digit. Must have exactly 14 digits (prefixed with zeroes to support smaller GTINs). Must have a valid licence key (GCP or one-off GTIN) in the license registry. License key must be assigned to MO in license registry or alliance list.	gtin		03775000042905	3775000042905 *Must have exactly 14 digits*
2	Brand name	The name provided by the brand owner that is intended to be recognised by the consumer.		Must not be longer than 70 characters (GDD). Must follow existing combination of Brand Name & GPC & Country Prefix & Licensee. Warning if Licensee is different	brandName[]/value		Mountain Dream	Mountain Dream Strawberry *Brand only*
3	Product description	An understandable, unique and useable description of a product using a combination of key elements such as Brand Name, Sub-Brand (if applicable), Functional Name, Variant, and Net Content. The description should be meaningful for the Retailers to manage the product through their business and describe the product to their consumers e.g. Brand, flavour, scent etc.	✓	Must not be an empty string Must not have more than 500 characters Must be unique across all trade items with the same Brand Name. If "Brand name" is filled in, must start with Brand Name defined for the same locale. If "Net Content" and "Unit of Measure" is filled in, must finish with Net Content defined for the same locale.	tradeItemDescription[]/value		Mountain Dream Light Water Strawberry 500mL	Mountain Dream Light Water Strawberry Single 500mL Mountain Dream Light Strawberry 500mL
4	Product image URL	The Uniform Resource Locator (URL) for the high-resolution product image that clearly depicts the primary selling surface of the product. Retailers should be able to use the image to authenticate the identity of the item.		Must be a valid URL. Must reference a digital image of supported format. Must reference a digital image with more than 0 bytes in size. Must be less than 2500 characters.	tradeItemImageUrl[]/value		https://www.mountainwater.com/gtin/03775000042905	
5	Global Product Category Code	The code used to group products based on similar characteristics according to the GS1 Global Product Classification (GPC).	✓	Must be a valid, 8-digit GPC code.	gpcCategoryCode		10000232	Water Spring water Table water *Numerical Code from GPC list*
6A	Net content	The quantity of the product contained in the package along with the unit of measure typically printed on the label for the selling market.		Must contain a numeric integer or decimal value. Must not exceed 80 characters.	netContent[]/quantity		500	500 mL *Numerical value without the Measuring Unit*
6B	Unit of measure	A string value indicating a Measurement Unit from UN/ECE Recommendation 20, Units of Measure used in International Trade		Must be a valid value according to the codelist.	netContent[]/uom		MLT	ML *Unit of Measure from UN/ECE Recommendation*
7	Country of sale code	The code representing the country where the product/service is intended to be sold.		Must be a valid ISO 3166 numeric country code.	targetMarket[]		250	France *ISO 3166 numeric country code*

Note: the purpose of this document is to provide industry users with initial guidance on the 7 core product attributes for Verified by GS1 and to help brand owners begin to prepare data for upload. Please contact your local GS1 Member Organisation if further support or clarification on product attribution is required.